

# Alex Goldstein

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## Education

May 2020 | GPA: 3.9

### University of Maryland

R.H. Smith School of Business

B.S. Information Systems

B.S. Marketing

Strategic Design Fellowship

Design, Cultures + Creativity

Honors Program

### IE University

Madrid, Spain

Jan '19 - May '19

Branding + Strategy Curriculum

## Skills

 Creative Cloud Connoisseur

 Slide Deck Wizard

 Sketch Obsessed

 InVision Enthusiast

 Animation Adept

 HTML5, CSS, PHP, SQL

## Portfolio

### Design Portfolio

[www.ter.ps/port](http://www.ter.ps/port)

### DCC Capstone - VR EP

[www.ter.ps/prj](http://www.ter.ps/prj)

## Interests

Electronic Music Production

Sketch Comedy Writing & Performance

Skydiving

## Career Experience

### UX/UI Intern • Yes& Agency

Alexandria, VA • June '20 - Present

- Audit client websites to pinpoint areas for UX improvement
- Concept, wireframe, design, and prototype web and mobile experiences
- Collaborate with a cross-functional team to deliver exceptional client projects

### Interactive Designer • LineLeap

Ann Arbor, MI • July '19 - Present

- Spearhead user testing processes for mobile application development
- Wireframe and design screens of the LineLeap mobile app and CMS
- Develop new app and CMS features and create new LineLeap products

### Interactive Design Intern • HZ

Rockville, MD • June '19 - August '19

- Built information architecture, site maps, and wireframes for 2 HZ clients
- Designed responsive desktop and mobile websites for 3 HZ clients
- Collaborated with 6 designers to execute large-scale client projects
- Improved UX on existing client sites with research driven insights

## Leadership Experience

### Creative Director • BMGT458B - Advertising Class

College Park, MD • August '19 - Present

- Generate creative, strategic ideas for 2 campaigns for professional clients
- Guide a 5 person team in the development and execution of creative ideas
- Earned 1<sup>st</sup> place in 1 pitch with a visually compelling presentation

### Creative Director • Sketchup

College Park, MD • August '18 - Present

- Lead a 17 person group in 3 rehearsals per week, member selection process, writing workshops, comedy festival trips, and show preparation
- Facilitate group work to write & edit 50 comedy sketches per semester
- Head production of 1.5 hour semesterly show for a 400 person audience
- Maintain positive, productive atmosphere by managing group conflicts